

1 **Remarks/Arguments:**

2 This amendment is submitted in response to the Office action dated July 24, 2007. The  
3 applicants hereby submit a request for a two-month extension of time to and including  
4 December 24, 2007 by which to respond to the Office action, along with the required fee in the  
5 amount of \$230.

6 Claims 1, 3 and 4 are hereby canceled. Claims 5 and 7 are the two remaining claims  
7 in the application.

8 With respect to the claim objections in the Office action, claim 5 has been amended to  
9 correct the informalities.

10 The undersigned submits that claim 5 as amended is patentable over any combination  
11 of the Suen and Mirza references. The Suen reference teaches a signage apparatus wherein  
12 a single sheet displays alphanumeric information in the form of an emergency escape route.  
13 The sheet behind the escape route is simply a photoluminescent back drop providing a source  
14 of lighting for the alphanumeric material, the back drop contains no graphic display or  
15 alphanumeric information.

16 It is significant to note that the present invention differs from Suen in that, at any given  
17 point in time, a viewer looking through the cover sheet of the signage apparatus views the  
18 alphanumeric information on the cover sheet along with a graphic image on one of the opaque  
19 sheets carried immediately behind the cover sheet. The point of novelty of the present  
20 invention is that a single viewer looking at the signage apparatus through the cover sheet sees  
21 both the alphanumeric information displayed on the transparent cover sheet along with the  
22 graphic image on one of the opaque sheets carried behind the transparent cover sheet! The  
23 signage apparatus of the present invention includes use of a plurality of opaque sheets carried  
24 within the signage apparatus to allow the user to readily change either the opaque sheet  
25 carrying a graphic image or the cover sheet carrying the alphanumeric information. Suen does  
26 not teach the use of a multi-layer signage apparatus wherein two of the layers simultaneously

1 display alphanumeric and/or graphic images to a viewer looking at the signage apparatus  
2 through the transparent cover sheet.

3       The Mirza reference only teaches the use of two displayed materials so that those two  
4 displayed materials may be viewed from opposite sides of the holder (see col. 2, lines 2-3 and  
5 col. 4, lines 56-60). Mirza does not teach or suggest the use of two different layers of material  
6 having alphanumeric and/or graphic images which are both viewable simultaneously from the  
7 front of the sign!

8       The undersigned submits it would not have been obvious to combine Suen and Mirza  
9 as suggested at page 4 of the Office action. The present invention provides a signage system  
10 wherein the removable and transparent cover sheet displays alphanumeric information, such  
11 as a person's name and title. The cover sheet and plastic protective lens of Suen is  
12 transparent but does not display any alphanumeric information! The entire point of the present  
13 invention is to provide the viewer of the sign with alphanumeric information on the transparent  
14 cover sheet along with a graphic image from an opaque sheet carried behind the cover sheet.  
15 Suen only provides the user with alphanumeric information displayed on a single sheet of the  
16 multi-level signage system. Mirza only provides the user looking at the front of the sign with  
17 information displayed on a single sheet of the sign. Simply stated, Mirza is a two-sided sign,  
18 wherein the information displayed on either the front or back of the sign is carried on a single  
19 sheet. The present invention differs significantly in that it provides the viewer simultaneously  
20 with the alphanumeric information displayed on the cover sheet along with graphic information  
21 displayed on a second sheet carried behind the cover sheet. Simply stated, the present  
22 invention is a single sided sign wherein information from two separate layers of the sign is  
23 viewable simultaneously by the viewer! Neither Mirza nor Suen teaches the simultaneous  
24 viewing of alphanumeric and/or graphic imagery from two sign layers to a viewer observing the  
25 front of the sign!

1 For the above reasons, the undersigned submits that remaining claims 5 and 7 in the  
2 application are allowable. Favorable action is requested.

3  
4 Respectfully submitted,

5  
6 By Bruce H. Johnsonbaugh  
7 Bruce H. Johnsonbaugh  
8 Reg. No. 24,982  
9 Attorney for Applicants

10 I hereby certify that this correspondence is  
11 being deposited with the United States Postal  
12 Service as first class mail in an envelope  
13 addressed to: Mail Stop Amendment (FEE)  
14 Commissioner for Patents,  
15 P.O. Box 1450, Alexandria, VA 22313-1450,  
16 on December 21, 2007  
17 Reg. No. 24,982 of Eckhoff & Hoppe  
18 Bruce H. Johnsonbaugh  
19 Signature  
20 Dec. 21, 2007  
21 Date

22  
23  
24  
25  
26  
ECKHOFF & HOPPE  
101 Montgomery Street, Suite 2800  
San Francisco, CA 94104  
Telephone: 415-391-7160  
9352.205